

Director, Business Development

(Last Updated January 2025)

The Greater Sacramento Economic Council (GSEC) represents the vibrant six-county Greater Sacramento region, dedicated to catalyzing growth, prosperity and equity through strategic economic initiatives. Recognized as the #3 economic development organization in the world and as a leader in fostering innovation, investment and job creation, our organization serves as a key driver in positioning Greater Sacramento as a globally competitive market.

We are seeking a visionary Director of Business Development to join our dynamic team. This critical leadership role will be responsible for driving the region's business development strategy, cultivating relationships with prospective companies and fostering partnerships to advance the economic goals of the region. Reporting to the Executive Vice President, the Director will oversee a team of skilled professionals and play a pivotal role in delivering on our mission to attract, retain and grow businesses that strengthen the economic fabric of Greater Sacramento.

RESPONSIBILITIES INCLUDE:

- Lead the business development team in identifying, targeting and securing new business opportunities aligned with regional priorities.
- Manage the Economic Development Directors Taskforce, including coordination of meetings, agenda development, stakeholder engagement and ensuring alignment with organizational goals and initiatives.
- Build and nurture relationships with domestic and international businesses, investors, site selectors and community stakeholders.
- Develop and execute strategies to attract high-impact industries, leveraging the region's assets and competitive advantages.
- Collaborate with regional partners to align initiatives and ensure cohesive messaging and execution.
- Provide mentorship and guidance to team members, fostering a culture of innovation, collaboration and accountability.
- Developing leads, proposals and organizing site visits locally and globally.
- Coordinating outreach to site location consultants, corporate real estate professionals and other key individuals in the real estate industry locally and nationally.
- Working closely with the marketing and research/strategy teams on regional pitches and lead generation activities including proactive initiatives that focus on target sectors and industry related events.
- Promote and market the region through trade shows, conferences, market visits and other assignments as deemed appropriate.
- Coordinate RFI/RFP responses
- Significantly supports market outreach visits and efforts of CEO and senior leadership.

PREFERRED EXPERIENCE:

The ideal candidate is a seasoned economic development professional with a proven track record of success in business attraction, expansion and retention. They are the consummate team player demonstrating exceptional leadership skills, a strategic mindset and the ability to inspire a team toward achieving ambitious goals. Strong communication and relationship-building skills are essential, along with the tactical intuition to quickly leverage regional and global market trends to build and manage a strong business development pipeline.

This role offers the unique opportunity to shape the future of the Greater Sacramento region, driving meaningful economic growth and community impact. If you are passionate about building thriving communities and empowering a talented team, we invite you to join us in making a difference.

- Ability to develop and implement business development strategies aligned with organizational goals.
- Expertise in market analysis and identifying opportunities to attract and retain businesses.
- Strong leadership skills to guide, mentor and inspire a business development team.
- Exceptional relationship-building skills with businesses, investors, site selectors, public officials and community leaders.
- Proficiency in sales techniques, including lead generation, prospecting and closing deals.
- Skilled in using CRM systems and other tools to track progress and outcomes.
- Excellent verbal and written communication skills to effectively represent the organization to diverse audiences.
- Public speaking and presentation skills for engaging stakeholders and promoting the region.
- Capacity to adapt to evolving economic conditions and pivot strategies when necessary.
- Relevant professional certification (EDI, EDFP, CECD, CCIM) is a plus.

REQUIRED EXPERIENCE:

- Bachelor's degree in economics, real estate or related field
- 5-10 years of professional experience in economic and/or business development, site selection, real estate or corporate business development.

PHYSICAL REQUIREMENTS:

- Prolonged periods sitting at a desk and working on a computer.
- Must be able to lift up to 15 pounds at times.
- This position is expected to go out in the field up to 50% of the time with 10-20% involving overnight travel.
- Must be based in the Greater Sacramento region.

APPLICATION INFORMATION

This position is exempt. Salary range: \$120,000-\$160,000 per year. Salary range is dependent on experience. Qualified candidates should respond by filling out the application [form](#).

Greater Sacramento Area Economic Council provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.